

Give Your Sales Team the Tools to Maximize Productivity with a CRM Mobile App

Quick Facts

Summary

Today's business environment is fast-paced and requires that sales teams have information at their fingertips to gain insights, collaborate, and make an impact on customers. Mobilizing customer relationship management (CRM) systems automates sales processes, increases productivity, and enhances customer service. The SAP® CRM Sales mobile app equips your sales professionals with the tools they need to increase revenue, accelerate buying decisions, and maximize team productivity while on the go.

Business Challenges

- Increase face-to-face sales time and productivity
- Improve sales management and forecasting to improve profitability
- Reduce sales cycle while increasing order size

Key Features

- **Real-time access to the SAP Customer Relationship Management (SAP CRM) application** – View CRM calendar and perform account, contact, lead, opportunity, activity, quote, and order management functions
- **Better customer visits** – Deliver an intuitive, collaborative way to prepare for, execute, and follow-up on sales calls
- **Access to sales assets** – Allow sales reps to carry latest collateral and presentations on device
- **Integration with device GPS** – Identify and map nearby accounts, contacts, and leads

Business Benefits

- **Increase revenue** by giving field sales valuable customer insights and the ability to create quotes and orders with discounts
- **Increase customer satisfaction and order size** by recommending up-sell and cross-sell products
- **Maximize team productivity and engage the sales force** by reducing administrative tasks and making it easier to call on more customers
- **Accelerate overall sales decision making and agility** by providing access to timely data and real-time collaboration of sales team
- **Increase return on SAP CRM investment** with more frequent and effective use

For More Information

To learn more, call your SAP rep or visit www.sap.com/mobile/sales.



Selling has become a very complex activity in the 21st century. Decision makers and influencers are spread across geographies. Your sales teams are pitching an ever-expanding range of products and services to a customer base that is better informed than at any time in history. With mobile solutions from SAP, you can capitalize on the mobility revolution using a platform that helps ensure security and applications that **extend business processes beyond enterprise boundaries**.

ANYTIME, ANYWHERE ACCESS TO SAP® CRM

All this complexity translates into huge volumes of information that your sales representatives need to consume – about products, about customer needs, about the strengths and weaknesses of competitive offerings, and more. There's information on LinkedIn, in notes on a smartphone, in a customer relationship management (CRM) system halfway around the world, in a half-dozen blogs, and more.

According to a Yankee Group report,¹ sales reps spend 74% of their time on non-revenue-generating activities. The group found that a typical day in the life of a sales rep was spent the following ways: sales prep (16%), administrative tasks (26%), travel and waiting (32%), and selling (26%).

How do you enable 21st-century sales warriors to spend more time selling and less time on administrative and sales preparation tasks?

The SAP® CRM Sales mobile app lets you fuse innovative business processes with technology to give your teams a competitive advantage to meet the customer's needs faster, better, and more effectively than your competition. SAP CRM Sales enables sales representatives to collaborate and execute lead-to-quote-to-order sales processes anytime, anywhere from any mobile device.

TECHNOLOGY ALONE IS NOT THE ANSWER

To drive customer loyalty, your sales representatives must deliver a highly differentiated sales experience to your customers – one that offers unique valuable perspectives on their market, has widespread support across their organization and yours, and helps them quickly navigate alternatives. A successful solution combines people, processes, and technology. SAP has helped best-run companies in more than 26 industries to achieve excellence in all aspects of customer relationship management.

Insight

Who are your most profitable customers? What is the most profitable deal in your pipeline? With SAP CRM Sales mobile app, you and your sales teams gain a greater understanding of your customers and the industry trends that affect them. This means you can craft a compelling story about how your products and services can resolve your customer's most important business challenges. With critical sales tools from the SAP CRM application, such as account fact sheets, attachments, discounts, follow-ups, marketing attributes, recommended products, analytics, and surveys, along with the improved CRM calendar and search

function in an intuitive mobile user interface, your reps can easily tackle the most complex selling cycles.

Collaboration

There's too much information and too little time for a sales warrior to do battle alone. Today, sales reps must engage the appropriate resources at the right time to orchestrate deals. And to help them work effectively, you need to understand what kinds of knowledge and information – from inside and outside the company – they need to share. You also must understand how that knowledge and information is created, captured, stored, and manipulated. Business processes and technologies that can increase the effectiveness of everyone they touch are critical to meeting a customer's needs more effectively. With SAP CRM Sales, a sales rep can easily collaborate with colleagues, such as subject matter experts, by inviting, assigning, and accepting tasks, leads, and opportunities – effectively harnessing the collective genius of the enterprise to shrink the sales cycle.

Agility

Today, business hours are whenever you do business; the office is wherever you happen to be. While smartphones or wireless tablets can keep us connected wherever we are, agility requires more than mere connectivity. Agility requires the ability to work more effectively at any time and from any place. Sales representatives need innovative applications and up-to-date information at their fingertips. They need tools that can help them compete with better information and better responses, delivered with better timing. With SAP CRM Sales, sales reps can easily access and download recent sales assets, so they can position the correct messaging and products. In addition, reps can

1. Yankee Group, "Mobile CRM Tipping Point Finally Arrives," March 2008.

use the “Near Me” feature to quickly find and call on more customers, while at the same time reducing inefficient travel and wait time.

Impact

Unless your sales teams deliver an experience that wows your customers, they will not stand out from the crowd. In the 21st-century, sales teams must make every opportunity they have to touch a client count, making the positive impact needed to help differentiate them from their competitors in today’s crowded marketplace. There are quite simply fewer opportunities to interact with customers one on one, and therefore every opportunity for a sales conversation must count, whether that opportunity is planned or not. SAP CRM Sales gives your sales reps the ability to confidently pitch the right solutions using up-to-date sales assets, recommended products, and discounting functionality in real time. The result is increased customer satisfaction and accelerated sales cycles.

ONE CUSTOMER, ONE ENTERPRISE, ONE EXPERIENCE

Fusing business processes with technologies to enable insight, collaboration, agility, and impact is the key to empowering the sales warriors of the 21st century. Your teams become more productive and effective. They can achieve their

sales goals and have time to celebrate those successes with their families at the end of the day.

Enterprises that run better will be those that integrate the customer into their enterprise to deliver a consistent customer experience across the entire organization. This requires cross-business engagement to understand what end-to-end business processes must be designed and which platforms are capable of ensuring that a one-customer, one-enterprise, one-experience end state is achieved from the back office to the point of sale.

EMBRACE MOBILITY ACROSS YOUR ENTIRE ORGANIZATION

Mobile environments are diverse and complex. Your IT team must be able to proactively manage data, devices, applications, and communications for all mobile workers. SAP CRM Sales is built on a mobility platform from SAP that helps you embrace mobility across your entire organization and keeps your mobile apps connected to business-critical data and processes as your IT systems and business needs evolve.

Sybase® Unwired Platform

With Sybase® Unwired Platform, an industry-leading mobile enterprise application platform, enterprises can lower the cost of building and deploying mobile apps that connect business data

to mobile workers on any device. The platform addresses the core complexities of the mobile enterprise, where companies are able to connect, create, consume, and control mobile apps. It supports a wide variety of mobile devices, including iOS, BlackBerry, Android, and Microsoft Windows-based laptops and tablets.

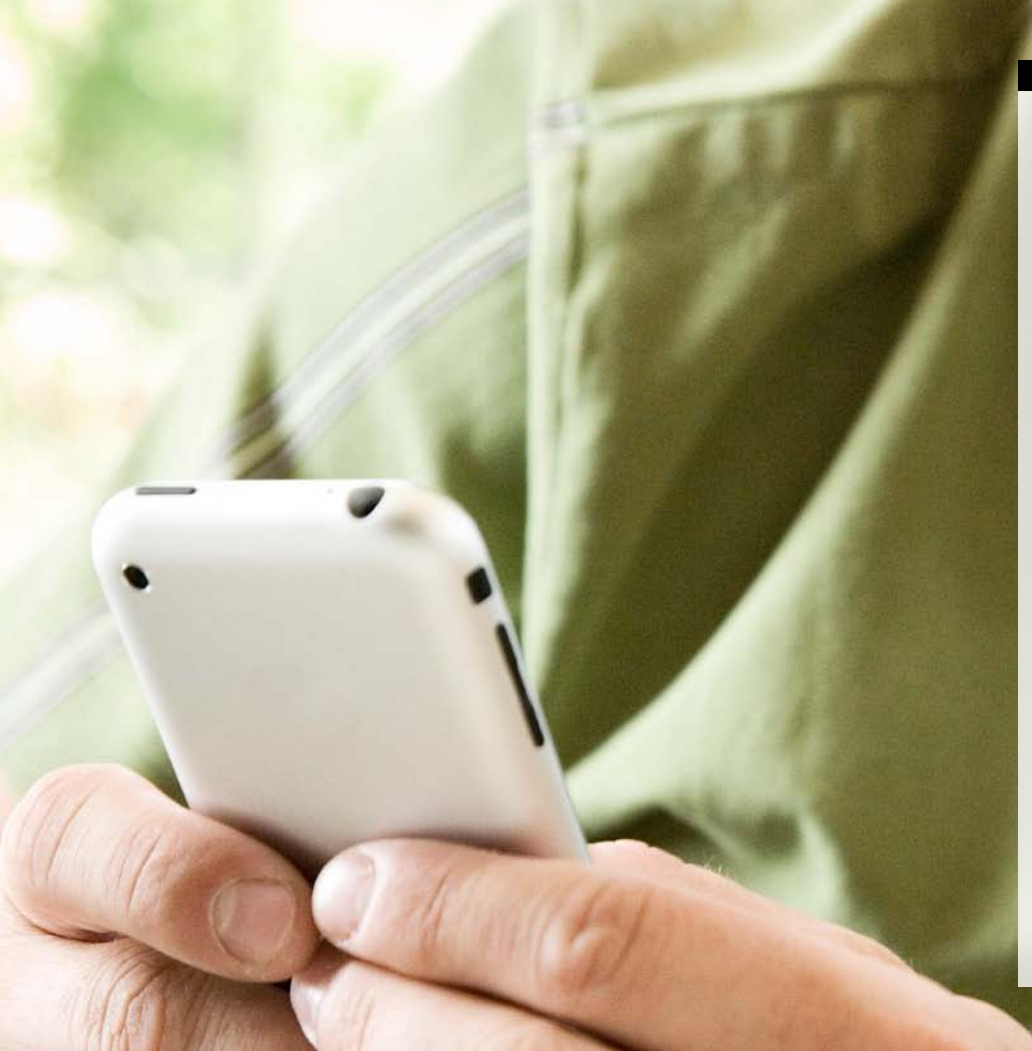
Sales Productivity Apps

In addition to the comprehensive SAP CRM Sales mobile app, SAP also offers single-purpose apps for targeted functionality:

- **SAP Sales Order Notification mobile app** – Subscribe to sales orders and automatically receive change notifications to subscribed orders
- **SAP Material Availability mobile app** – Search for materials, view details, and make reservations
- **SAP Customer and Contacts mobile app** – Access customer and contact details, and get all necessary customer information and sales order history
- **SAP Customer Financial Fact Sheet mobile app** – Check the financial situation of customers
- **SAP ERP Order Status mobile app** – Track the status of a sales order

Your job is to **leverage mobile technology** in a way that provides insight, fosters collaboration, enables agility, and delivers customer impact in real time to drive sales. Mobile solutions from SAP can help.





www.sap.com/contactsap

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Afaria®

The Afaria® mobile device management solution is one of the industry's most powerful, flexible, and scalable enterprise mobility management solutions. It simplifies the management complexities of an on-the-go workforce by helping to ensure that all data stored and transmitted is secure. Whether you manage personally liable or corporate-liable devices, Afaria can scale to handle the most challenging mobile application management, mobile security, and mobile device management situations.

GET STARTED WITH MOBILITY SERVICES

The SAP rapid-deployment solution for mobile apps and infrastructure is an ideal way for your organization to get started with mobility. The solution delivers mobile apps that support your people's productivity and touch on multiple lines

of business, along with a solid and comprehensive mobile platform that allows you to grow your mobile solution in the future. Offered at a fixed price with a fixed scope and timeline, the solution lowers the cost and risk of implementation and accelerates your time to value.

FOR MORE INFORMATION

To learn more about how mobile solutions from SAP equip your sales professionals with the tools they need to increase revenue, accelerate buying decisions, and maximize team productivity while on the go, call your SAP representative or visit us online at www.sap.com/mobile/sales.



The Best-Run Businesses Run SAP™